

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

Two Corporate Drive, Ninth Floor
Shelton, CT USA 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

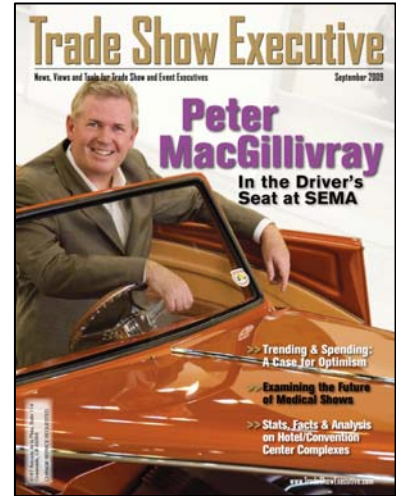
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

Trade Show Executive

Trade Show Executive
4167 Avenida de la Plata
Suite 114
Oceanside, CA 92056-6029
Tel.: (760) 630-9105
Fax: (760) 630-9104

Official Publication of: None
Established: 2000
Issues Per Year: 12



FIELD SERVED

Trade Show Executive magazine serves for profit show owners/producers, business or trade associations/societies, corporate event management and other allied fields that organize trade or business shows.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include executive management, show management, convention management, corporate event management, exhibition staff and other titled and non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	2
Advertiser and Agency _____	512
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	529
TOTAL	1,043

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	5,020	100.0	5,019	100.0	1	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,020	100.0	5,019	100.0	1	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	32	32			5,020	October _____	165	165			5,020
August _____	27	27			5,020	November _____	869	869			5,020
September _____	59	59			5,020	December _____	12	12			5,020
						TOTAL	1,164	1,164			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

This issue is equal to the other 5 issues reported in Paragraph two.

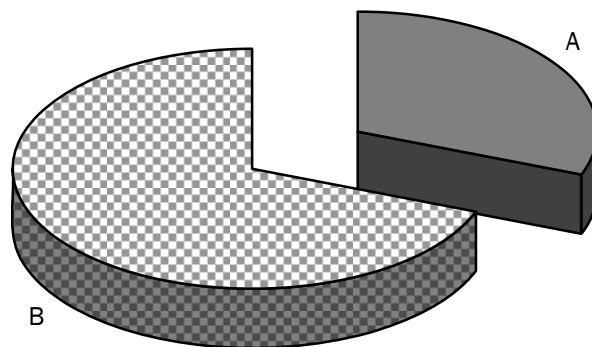
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	EXECUTIVE MANAGEMENT*	SHOW MANAGEMENT	CONVENTION MANAGEMENT	EXHIBITION STAFF**	OTHERS ALLIED TO THE FIELD
For-Profit Show Owners/Producers, Corporate/Event Management _____	1,547	30.8	847	403	67	140	90
Business or Trade Association/Society, Scientific, Military, Educational, Religious, and Fraternal organizations, and other allied to the fields _____	3,473	69.2	1,722	571	353	233	594
TOTAL QUALIFIED CIRCULATION	5,020	100.0	2,569	974	420	373	684
PERCENT	100.0		51.2	19.4	8.4	7.4	13.6

*Qualified subscribers include Executives responsible for The Top 100 Trade Shows.

** (Sales, operations, etc.)

3a. Breakout of Qualified Circulation of Business and Industry

	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A	For-Profit Show Owners/Producers, Corporate/Event Management _____	1,547	30.8
B	Business or Trade Association/Society, Scientific, Military, Educational, Religious, and Fraternal organizations, and other allied to the fields _____	3,473	69.2



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	5,020	-	-			5,020	100.0
II. Request from recipient's company: _____	-	-	-			-	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-			-	-
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	5,020	-	-			5,020	100.0
PERCENT	100.0	-	-			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			5,020	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			5,020	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009					
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	27		400-427 Kentucky _____	59	
030-038 New Hampshire _____	20		370-385 Tennessee _____	59	
050-059 Vermont _____	4		350-369 Alabama _____	53	
010-027 Massachusetts _____	114		386-397 Mississippi _____	26	
028-029 Rhode Island _____	8		EAST SO. CENTRAL	197	3.9
060-069 Connecticut _____	113		716-729 Arkansas _____	33	
NEW ENGLAND	286	5.7	700-714 Louisiana _____	34	
100-149 New York _____	273		730-749 Oklahoma _____	45	
070-089 New Jersey _____	140		750-799 Texas _____	302	
150-196 Pennsylvania _____	158		WEST SO. CENTRAL	414	8.2
MIDDLE ATLANTIC	571	11.4	590-599 Montana _____	13	
430-459 Ohio _____	154		832-838 Idaho _____	18	
460-479 Indiana _____	81		820-831 Wyoming _____	10	
600-629 Illinois _____	449		800-816 Colorado _____	115	
480-499 Michigan _____	89		870-884 New Mexico _____	11	
530-549 Wisconsin _____	101		850-865 Arizona _____	71	
EAST NO. CENTRAL	874	17.4	840-847 Utah _____	38	
550-567 Minnesota _____	107		889-898 Nevada _____	59	
500-528 Iowa _____	44		MOUNTAIN	335	6.7
630-658 Missouri _____	86		995-999 Alaska _____	-	
580-588 North Dakota _____	10		980-994 Washington _____	73	
570-577 South Dakota _____	8		970-979 Oregon _____	50	
680-693 Nebraska _____	24		900-961 California _____	426	
660-679 Kansas _____	58		967-968 Hawaii _____	4	
WEST NO. CENTRAL	337	6.7	PACIFIC	553	11.0
197-199 Delaware _____	16		UNITED STATES	4,808	95.8
206-219 Maryland _____	180		969 & 004-009 U.S. Territories _____	4	
200-205 Washington, DC _____	224		Canada _____	208	
220-246 Virginia _____	334		Mexico _____	-	
247-268 West Virginia _____	11		Other International _____	-	
270-289 North Carolina _____	81		APO/FPO _____	-	
290-299 South Carolina _____	23		TOTAL QUALIFIED CIRCULATION	5,020	100.0
300-319 Georgia _____	175				
320-349 Florida _____	197				
SOUTH ATLANTIC	1,241	24.7			

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009*	July - December 2009*
Total Audit Average Qualified: _____	5,130	5,097	5,026	5,034	5,020	5,020
Qualified Non-Paid: _	5,102	5,088	5,026	5,034	5,019	5,019
Qualified Paid: _____	28	9	-	-	1	1
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: January - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA

QUALIFIED CIRCULATION:

Qualified subscribers include Executives responsible for The Top 100 Trade Shows.

PARAGRAPHS 5 & 6 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Darlene Gudea, Publisher

Date signed December 17, 2009

State California

County Carlsbad

Received by BPA Worldwide December 17, 2009

Type PD

ID Number T255POD9

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.